



**Presentation to Special Events Advisory Committee  
June 8, 2022**

credit @daveyandsky

# A Bit About Halifax Partnership

## Our Mantra

We will settle for nothing less than a vibrant, successful Halifax.

## Who We Are

We are Halifax's public-private economic development organization.  
We help get, keep, and grow business, talent, and investment in Halifax.  
We are dedicated to making Halifax one of the world's great mid-sized cities.

## What We Do

We sell Halifax to the world.  
We are the source of hard data about our region.  
We help companies across our region start, scale and grow.

# HALIFAX INDEX 2022



PEOPLE ▾



LABOUR ▾



INVESTMENT ▾



RURAL ▾



AFFORDABILITY ▾



LIVING ▾



REAL ESTATE ▾



STRATEGY SCORECARD ▾

# Helping Businesses & Communities Thrive



Networking is just a click away.

Join the Halifax Partnership as we launch Connector+, our new digital platform.  
Visit [ConnectorPlus.ca](http://ConnectorPlus.ca) for more details.



## WHAT'S NEXT IN YOUR SUCCESS STORY?

Maybe you're thinking about your sales funnels and attracting new customers, or what your competition is doing, or where to find the next market opportunity. Because we are business advisors, economists, investment attraction specialists, and superstars, we have a program or resource that can help.



# People. Planet. Prosperity.

Halifax's Inclusive Economic Strategy 2022-2027



# Economic Strategy Framework

## VISION

A prosperous, growing Halifax that puts the well-being of people and planet first.

By 2037 grow GDP to

**\$32 billion**

and population to

**650,000**

## VALUE PROPOSITION



Ocean Advantage



Commitment to Climate Action



Educated & Innovative



Excellent Urban, Suburban, Rural Lifestyle

## 5-YEAR STRATEGIC GOALS



Promote & Maximize Inclusive and Sustainable Growth

Grow GDP to **\$25 billion** by 2027



Attract, Retain & Develop Talent

Increase population to **525,000** and grow the labour force to **310,000** by 2027



Make Halifax a Better Place to Live and Work

Increase residents' well-being on a continuous basis





Thank you

Credit: Acorn Art & Photography